Application No. 10/743,982   **Docket No. 2043.047US3**
Reply to Office Action dated February 28, 2006

AMENDMENTS TO THE CLAIMS

This Listing of Claims will replace all prior versions, and listings, of claims in this application.

Listing of Claims:

1.   (Currently Amended) A computer-implemented method for pricing goods of independent sellers using a marketeer controller capable of communicating via a communications network, the marketeer controller including a CPU and a memory operatively connected to the CPU, the method comprising the marketeer controller:

receiving from an independent seller, via the communications network, data identifying the independent seller's good;

presenting to the independent seller a menu including a plurality of selectable options, each of the options corresponding to a respective predetermined method for deriving a sale price for the independent seller's good; and

deriving the sale price at which a buyer may purchase for the independent seller's good using the predetermined method corresponding to a seller-selected option; and

displaying the derived sale price to the buyer to present the good for sale at the sale price.

2.   (Previously Presented) The method of claim 1, wherein the sale price is determined proximate a time of sale of the good to the buyer.

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3.   (Currently Amended) The method of claim 2, wherein the

predetermined method comprises a discounting a manufacturer's suggested retail

price.

4.   (Original) The method of claim 3, wherein the marketeer controller

stores a database of suggested retail prices.

5.   (Original) The method of claim 2, wherein the predetermined method

comprises discounting a price for a certain good in new condition when the

independent seller's good is the certain good in used condition.

6.   (Original) The method of claim 1, wherein the seller agrees, before the

sale, to sell the good at a sale price determined by the marketeer proximate a time

of sale of the good to the buyer, the sale price being determined in accordance with

the predetermined method corresponding to the seller-selected option.

7.   (Original) The method of claim 6, wherein the predetermined method

comprises discounting a manufacturer's suggested retail price.

8.   (Original) The method of claim 7, wherein the marketeer controller

stores a database of suggested retail prices.

9.   (Original) The method of claim 6, wherein the predetermined method

comprises discounting a price for a certain good in new condition when the

independent seller's good is the certain good in used condition.

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10.   (Original) The method of claim 1, wherein the sale price is determined proximate to a time the buyer wishes to buy the good.

11.   (Original) The method of claim 10, wherein the predetermined method comprises discounting a manufacturer's suggested retail price.

12.   (Original) The method of claim 10, wherein the predetermined method comprises discounting a price for a certain good in new condition when the independent seller's good is the certain good in used condition.

13.   (Original) The method of claim 1, wherein the predetermined method comprises discounting from a manufacturer's suggested retail price.

14.   (Original) The method of claim 1, wherein the predetermined method comprises discounting a price for a certain good in new condition when the independent seller's good is the certain good in used condition.

15.   (Withdrawn) A computer-implemented method for facilitating sales of goods of independent sellers using a marketeer controller capable of communicating via a communications network, the marketeer controller including a CPU and a memory operatively connected to the CPU, the method comprising the marketeer controller:

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presenting in an electronic marketplace goods registered for sale at a

marketeer's website, the goods having been registered by a plurality of independent

sellers;

presenting in the electronic marketplace additional goods, information

concerning such additional goods being retrieved from a database accessible to the

marketeer controller; and

if a buyer wishes to purchase via the electronic marketplace a certain good

selected from among the registered goods and the additional goods, and the certain

good has not been registered for sale at the website of the marketeer, referring the

buyer to a third party vendor.

16.   (Withdrawn) The method of claim 15 , wherein referring the buyer to

the third party vendor comprises presenting a link to the third party vendor's website.

17.   (New) The method of claim 1, wherein the sale price is displayed to

the buyer via a website.

18.   (New) The method of claim 2, wherein the sale price is displayed to

the buyer via a website.

19.   (New) The method of claim 18, further comprising:

selling the good to the buyer at the derived sale price.

20.   (New) A computer-implemented method for pricing goods of

independent sellers using a marketeer controller capable of communicating via a

communications network, the marketeer controller including a CPU and a memory

operatively connected to the CPU, the method comprising the marketeer controller:

receiving from an independent seller, via the communications network, data

identifying the independent seller's good;

presenting to the independent seller a menu including a plurality of selectable

options, each of the options corresponding to a respective predetermined method for

determining sale prices; and

setting a sale price at which a buyer may purchase the independent seller's

good, the sale price being set using the respective predetermined method

corresponding to a certain one of said plurality of selectable options selected by said

seller; and

displaying the sale price to the buyer, the good being available for purchase

by the buyer at the sale price.

21.   (New) The method of claim 20, wherein the predetermined method

provides for setting of the sale price as a function of another price.

22.   (New) A computer-implemented method for pricing goods of

independent sellers using a marketeer controller capable of communicating via a

communications network, the marketeer controller including a CPU and a memory

operatively connected to the CPU, the method comprising the marketeer controller:

receiving from an independent seller, via the communications network, data

identifying the independent seller's good;

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presenting to the independent seller a menu including a plurality of selectable options, each of the options corresponding to a respective predetermined method for determining a sale price for the independent seller's good;

proximate to a time of sale to a buyer, calculating the sale price at which a buyer may purchase the independent seller's good, the sale price being calculated using the predetermined method corresponding to a certain one of said plurality of selectable options previously selected by said seller, the predetermined method comprising a mathematical function; and

displaying the calculated sale price to the buyer to present the good for sale to the buyer.

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